

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





62,67  
*Cole's*  
**Magnificent**  
**NEW CUSHION**  
**Pompons**

This is a new group of Mums that grow in the shape of the famous Cushion or Azaleamums and have the extremely useful and well-formed bloom of the Pompon Chrysanthemum. All produce enormous sprays of 1½ inch flowers on mound-shaped plants 18 inches high and even wider.

**September Bronze.**

The warm gold-bronze tints of Autumn.

**September Cloud.**

Purest ivory-white, with soft primrose shading in center.

**September Gold.**

Vibrant golden yellow flowers trim and neat.

Prices for the above

3 New Pompons —

50c. each, \$1.35 for 3

*A*  
**Cole Super-**  
**Special**

1 each of the  
 September Mums —

**\$1.35**

Value, \$1.50

62,67  
 114437  
**600 Acres**  
**Of "EVERYTHING**  
**THAT'S GOOD**  
**AND HARDY"**

Section 562, P. L. & R.

U. S. POSTAGE  
**PAID**

Painesville, Ohio  
 Permit No. 3

U. S. DEPT. OF AGRICULTURE

WASHINGTON, D. C.

★ MAY 26 1943 ★

U. S. DEPARTMENT OF AGRICULTURE

U.S. Dept. of Agriculture  
 Bureau of Plant Industry  
 Division of Fruit & Vegetable Crops & Diseases  
 Washington, D. C.

*Miss Neuman*  
*South B. C.*  
*Wash. D. C.*

**The Cole Nursery Company**

**1881** PAINESVILLE, OHIO **1943**  
 62 Years of Service





New Double Pink Weeping Cherry

## NEW DOUBLE PINK WEEPING CHERRY

12 feet

Graceful, arching, and weeping branches are a solid, glowing mass of dazzling, double dark pink flowers before the leaves appear. An amazingly beautiful sight to behold. 5 to 6 ft., grafted. . . . . \$4.75

## DOUBLE PINK FLOWERING ALMOND

(*Prunus Glandulosa*)—4 feet

The earliest Spring flowering shrub, in full bloom long before the leaves appear. Beautiful, double, brilliant pink blooms snuggle tight to the twig, completely covering the bush. Fine for cutting.

1½ to 2 ft. . . . . 75c. each    2 to 3 ft. . . . . \$1.00 each



Gordonia, The Franklin Tree

## SWEET SCENTED MOCKORANGE

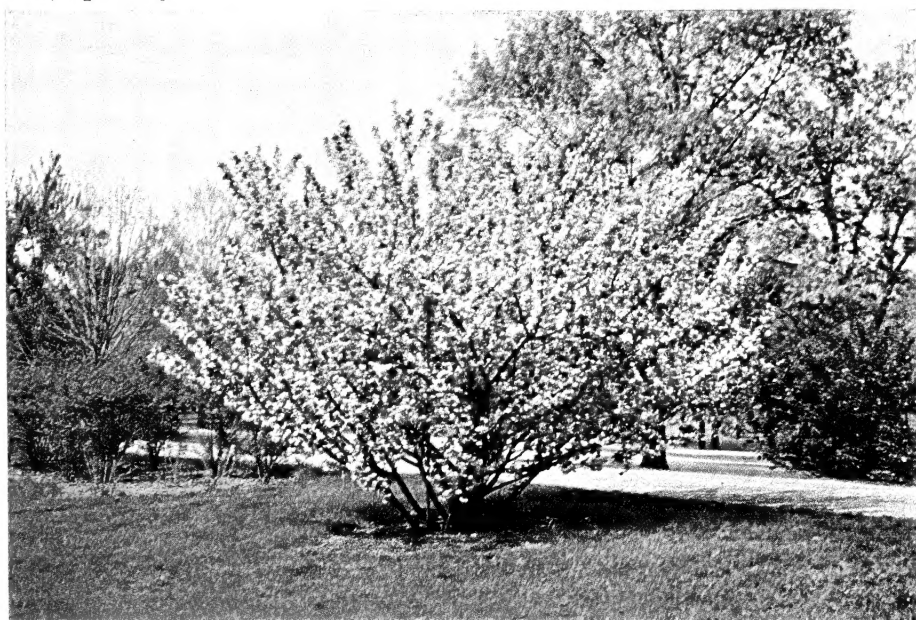
*Coronarius*. 9 ft.

More intense, more enchanting fragrance than any other of the type. The delicious odor of an orange grove near your home. Large, white flowers in May and June.

2 to 3 ft. . . . . 90c.

3 to 4 ft. . . . . \$1.10

4 to 5 ft. . . . . \$1.50



Double Pink Flowering Almond

## GORDONIA (The Franklin Tree)

20 feet

The finest of all Fall-flowering trees with glossy green foliage from Spring until Fall when it changes through all the intervening shades to a bronzy-crimson. While valuable for their Fall coloring, the peak of their glory is reached in September when the large, waxy-white flowers with hearts of golden stamens appear along the branches. Planted in comparatively light soil and in a protected location, Gordonia will bloom when quite small.

12 to 18 in. . . . . \$1.50 each, \$2.75 for 2

# ★ ★ ★ ★ ★ Cole's "Old Glory" Grape Arbor ★ ★ ★ ★ ★

**Agawam.** Large, purplish-red berries. Solid tender flesh of excellent flavor. Strong growing. Midseason. 2 yr. No. 1, 30c. each; 80c. for 3; \$1.65 for 10; \$5.00 for 50.

**Niagara.** The most popular white variety. It can be depended upon to yield enormous quantities every year. The large, round berries are borne in huge, compact bunches and have an exquisite, sweet, mild flavor. Midseason. 2 yr. No. 1, 30c. each; 80c. for 3; \$1.65 for 10; \$5.00 for 50.

**Concord.** The world's favorite big blue Grape. Large bunches of big sweet, juicy, deep blue berries. Midseason. A tremendous producer. 2 yr. No. 1, 25c. each; 65c. for 3; \$1.50 for 10; \$4.00 for 50.

## A Cole Super-Special

1 of Each of These Fine Grapes. . . 75c. • 3 of Each of These Fine Grapes. . . \$1.85

## Cole's Vines and Ground Covers

SENT POSTPAID

**SWEET AUTUMN CLEMATIS (*Paniculata*).** Very hardy, fast growing climber with dense, green foliage which becomes covered with pure white, deliciously fragrant flowers in August and September. 2 yr., field grown plants, 65c. each, \$1.75 for 3.

**CLIMBING HYDRANGEA.** A very rare and lovely Chinese vine. White flowers in magnificent, flat clusters are exceedingly fragrant. Its large, bold foliage clings readily to walls and other support, grows very quickly to form a dense artistic mat over the wall. 3 yr., field grown plants, \$1.00 each, \$2.50 for 3.

**BOSTON IVY.** The most widely used Ivy for covering brick, stone, or wood. Dense, lustrous green foliage takes on grand Autumn tints. The blue berries add attractiveness in Fall and early Winter. 2 yr. plants, 60c. each, \$1.50 for 3.

**HALL'S HONEYSUCKLE (*Lonicera halliana*).** An extremely strong growing vine that spreads to form a dense mat. Because it roots deeply, it is one of the best vines for holding a bank. Evergreen foliage and fragrant, cream-colored flowers that appear all Summer. Also fine for trellises. Plant 18 inches apart. 2 yr. plants, 50c. each, \$1.25 for 3, \$3.50 for 10, \$7.00 for 25.

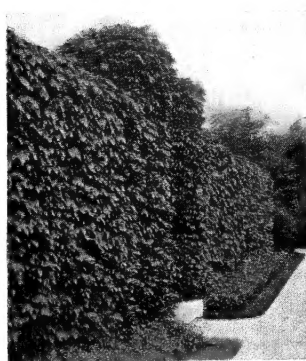
**POLYGONUM, Dwarf Reynoutria.** A new ground cover that has proved to be one of the finest. A neat specimen, it is decorative all year. Becomes established quickly, making a bed that is more like many small shrubs planted close together than a vine. The pleasing green foliage edged and veined red, turns a brilliant red in the Fall. Fragrant, pink sprays of flowers and the even more decorative seed clusters, appear in early Fall and hang on for a long period. Enjoys a light, sunny position. Grows 4 to 6 in. high. 50c. each, \$1.35 for 3, \$4.00 for 10.



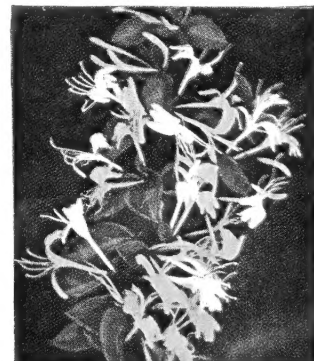
Climbing Hydrangea



Sweet Autumn Clematis



Boston Ivy



Hall's Honeysuckle

## A Cole Super-Special

10 of Cole's Fine "heavy-root" Shrubs — The choice of our experts. Nice landscape size. Value \$8.50 to \$11.80, Special \$5.45





# Cole's Finest Flowering Trees and Shrubs



Vanicek's Ruby-Red Weigela

## WEIGELA (Diervilla)

**Rosea** (Pink Weigela). 7 ft. Light rose-pink flowers in great masses during the Spring and early Summer. A beautifully symmetrical bush. Strong and healthy always. 2 to 3 ft. ....\$0.65 3 to 4 ft. ....\$0.90

**Vanicek's Ruby-Red.** The new red Weigela. 6 ft. The finest new red. The bloom is extremely prolific and its color is that most desirable bright ruby-red. Colorful, insect-free foliage on upright, symmetrical plant. 1½ to 2 ft. ....\$0.75 2 to 3 ft. ....\$1.00 3 to 4 ft. ....\$1.50

**New Purple Weigela (Purpurea).** 5 ft. Its distinctive dense, purple foliage is surpassed only by the long-lived beauty of the bell-like, deep lavender flowers. Forms a medium spreading bush that will lend great accent to the front of a shrub planting or will stand out as a trimmed specimen plant. 18 to 24 in., heavy. ....\$1.50

## Grow Your Own CHRISTMAS TREES

With Christmas trees becoming more scarce and more expensive each year, the man who grows his own will easily be re-

paid for the low original cost and the small amount of time given them. Enjoy the satisfaction of knowing you have a fresh-cut tree. Put the grower's, shipper's and dealer's profit in your own pocket. Cole offers husky 4 year transplants, past the slow-growing baby stage, ready to take hold and produce Christmas trees in 2 to 3 years. Heavy 1 to 1½ ft. trees, 6 for \$2.95; 12 for \$5.45; 25 for \$9.95.

(All of COLE'S PLANTS are GUARANTEED — See Our Guarantee at Right)

SENT EXPRESS COLLECT



Azalea Mollis

## A Cole Super-Special CHINESE FLAME AZALEA (Mollis)

3 to 4 feet

The most successful Azalea in the North. The large, showy flowers precede the leaves in the Springtime and their innumerable shades of orange, flame, yellow and salmon furnish a display of never-to-be-forgotten brilliance. Very hardy. Cole's Azaleas will flourish if planted in a somewhat shady location and in the correct soil. We suggest a half-and-half mixture of "Cole's Acid Peat" and any fairly good soil. Specially priced.

9 to 12 inches. ....\$1.00 each, 3 for \$2.50  
12 to 15 inches. ....\$1.50 each, 3 for \$3.75

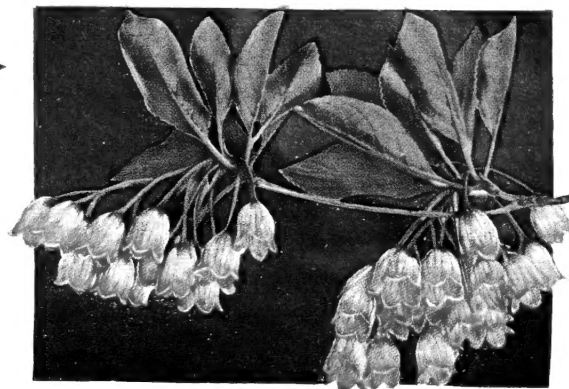
## ENKIANTHUS

8 feet

In May, pendulous clusters of dainty, pink, bell-shaped flowers hang from the tips of the branches. As summer advances, the foliage assumes a mantle of brilliant red and crimson of great color intensity. 2 yr. plants. ....\$2.00 each, \$5.00 for 3

## NEW LARGE FLOWERED HYPERICUM MOSERIANUM (Globe Flower) 2 feet

Loose and graceful habit of growth. Its large, golden-yellow flowers are there for your constant enjoyment all Summer and Fall. Fine for cutting. Will grow in shade. Heavy, 2-yr. plants. ....75c. each, 3 for \$2.00



Enkianthus

## NEW Silver-Blue PFITZER JUNIPER (Plant Patent Pending)

The outstanding evergreen introduction of recent years. Broadly compact plants are an intense, silver blue color that attracts attention even when placed among other blue colored evergreens. The same shadings are retained throughout the Winter. Use it in foundation planting or as a lovely sheared specimen. Trim it to formal shapes, or allow it to grow naturally, in its informal, but compact shape. The plants are perfectly hardy and will thrive in light shade.

Here is a plant long needed, now available for the first time to the public.

Cole offers a limited quantity of husky, 12 to 15 inch plants carefully packed to assure successful transplanting. \$2.00 each, \$5.50 for 3.

## SPIRAEA

**Anthony Waterer.** 2½ ft. The crimson everblooming Spirea. A beautiful sight with large, flat, crimson flowers against dense, dark green foliage. Blooms continuously during Summer. Ideal for foundation, low hedge or border. July to September. 12 to 15 in. ....\$0.60 15 to 18 in. ....\$0.80

**New Everblooming Pink Spirea** (Menziesi macrothyrsa). 5 ft. The finest pink Spirea ever introduced. Enormous spikes of cameo-pink flowers, 8 to 10 in. long, produced on strong, willowy stems. Clusters of secondary spikes follow and by cutting old flowers, plant blooms all Summer. Last 2 weeks as cut flowers. Excellent foliage and form. 1½ to 2 ft. 75c.; 2 to 3 ft. \$1.00; 3 to 4 ft. \$1.50

**Vanhouttei** (Bridal-wreath). 8 ft. A mass of pure white bloom in Spring. Bridalwreath still holds top rank because of its beauty and ability to withstand adverse growing conditions. Excellent for large hedge, screen or border planting. 1½ to 2 ft. 50c. each, 10 for \$3.00, 25 for \$6.00; 2 to 3 ft. 65c. each, 10 for \$4.00, 25 for \$8.00; 3 to 4 ft. 80c. each, 10 for \$5.00, 25 for \$10.00.



Rose Daphne

## ROSE DAPHNE

**Garland Flower** (Daphne cneorum). 8 to 12 in. One of the most delightful flowers you have ever seen. A small shrub that does not grow over 8 to 12 inches high, but will spread, in time, to make a plant 2 ft. wide. In Spring, at intervals during the Summer, and again in early Fall, it becomes gorgeously loaded down with delightfully fragrant, rose-pink flowers. Use it as an edging for evergreens and for the rock garden. Enjoys a little sun and likes lime. 6 to 9 in., B&B. ....90c. each, \$2.25 for 3 9 to 12 in., B&B. ....\$1.25 each, \$3.15 for 3



Oregon Holly Grape

## OREGON HOLLY GRAPE (Mahonia)

Fine, Holly-like leaves, shiny, large, metallic looking; bronzy-red in Autumn. In Spring, large clusters of yellow flowers appear, followed by frosty blue fruit in July, which lasts well into the Fall. One of the most attractive evergreens and very easy to grow. 12 to 15 in. ....75c. each, \$1.95 for 3

## Hardy American CHRISTMAS HOLLY (Hex opaca)

Everyone wants "Christmas Holly" in their garden, but to date, the cost of large plants has been prohibitive to many. To meet this situation, Cole offers fine 3-year old trees which will grow to larger size. As these plants are unisexual, the female only bearing the fruit, we recommend that you plant a minimum of three plants in a group within five feet of each other, if certain fruiting is desired. Fine 8 to 10 inch plants, 75c. each; \$2.00 for 3. 15 to 18 inch heavy field grown B&B, \$2.50 each.

## Cole's Acid Peat Humus Mixture

For Blueberries, Rhododendrons, Broad-Leaved Evergreens, etc. A requisite for successful growing. In planting use following mixture:

**Blueberry Culture.** Three-quarters Cole's Peat, one-quarter soil.

**Azaleas, Rhododendrons, Kalmia, Leucothoe, Pieris.** One-half each.

**Good for lawns and general top dressing.**

**PRICE: 2-bushel bag .....\$1.00**

## Our Guarantee

We guarantee all plant material to arrive in good, healthy condition, and to be true to name and variety. We are unable to consider any complaints made more than ten (10) days after the receipt of and acceptance of plants. We will replace at one-half (½) the listed price any plant, shrub, tree, etc. that fails to grow the season following planting. Report to be made before August 1st following.

## HOW TO ORDER

**Payment** in full should be sent with all orders. **No C.O.D.** orders accepted. Send money by recognized safe methods. Unregistered cash sent at your risk. **Packing**—All stock will be packed free, using the most modern methods assuring perfect arrival. **Shipping**—We prepay all delivery charges to Greater Cleveland. Elsewhere, orders will be sent shipping charges collect except for Roses, Perennials, Bulbs, and Vines which will be prepaid to all points east of the Mississippi River and north of the states of Tennessee and North Carolina.

**FREE**—Planting instructions with each order. Please read them carefully for they tell simply how to be successful in planting and caring for your garden.

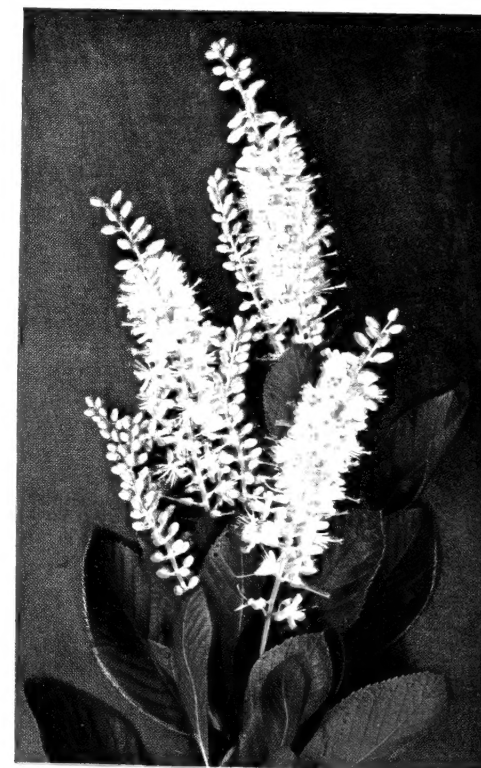
**Ohio Customers**—Please include the usual 3% sales tax with your remittance, except in the case of fruit trees and fruit plants, which are exempt.

## ITEMS NOT LISTED

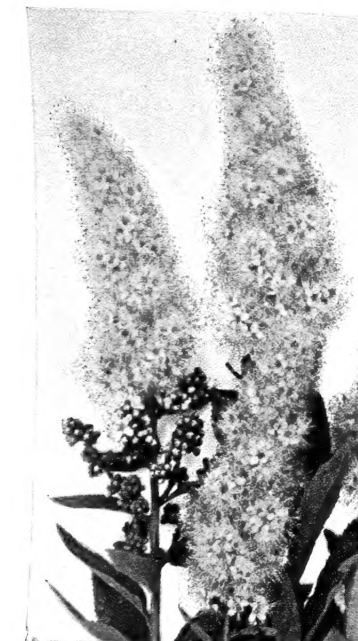
Send for Cole's "Green Book," which covers everything we grow. Evergreens, Shade Trees, and other items not listed herein are accurately described in our free complete price list.

## SUMMER SWEET (Clethra)

6 feet  
The sweetest of all. White flowers with an intensely sweet, spicy fragrance appear late in the Summer on long spikes. Excellent for cutting. Thrives in shade and moist places. 1 to 1½ ft. ....\$0.75 1½ to 2 ft. ....\$1.00 2 to 2½ ft. ....\$1.40



Summer Sweet



Everblooming Pink Spirea



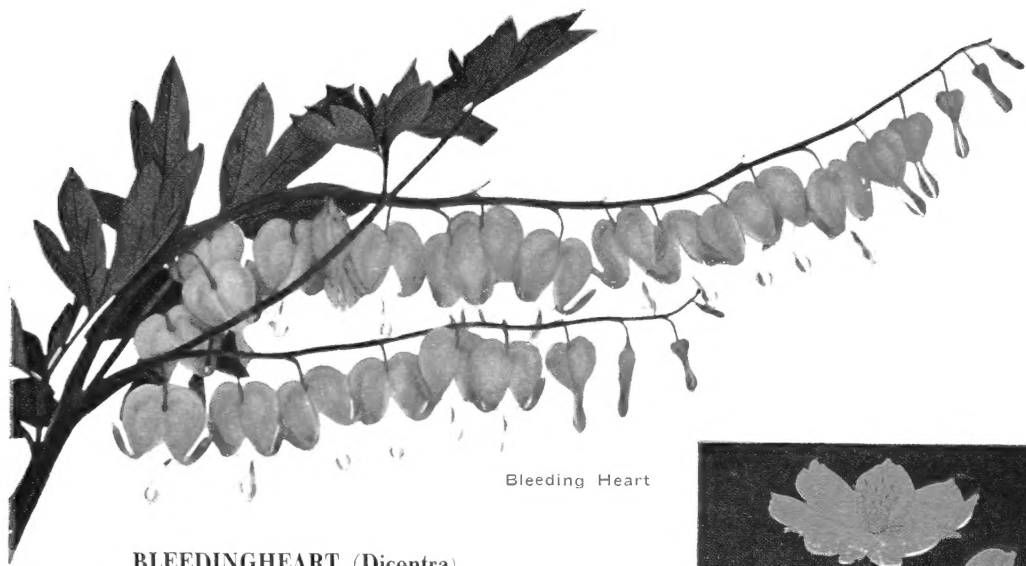
Spirea, Vanhouttei



Spirea, Anthony Waterer







Bleeding Heart

### BLEEDINGHEART (Dicentra)

**Eximia** (The Fringed Bleedingheart). Dainty, rose-pink flowers in drooping racemes. Finely cut, fern-like foliage. May through August. Full shade or sun. 15 in. 35c. each, 90c. for 3, \$2.75 for 10.

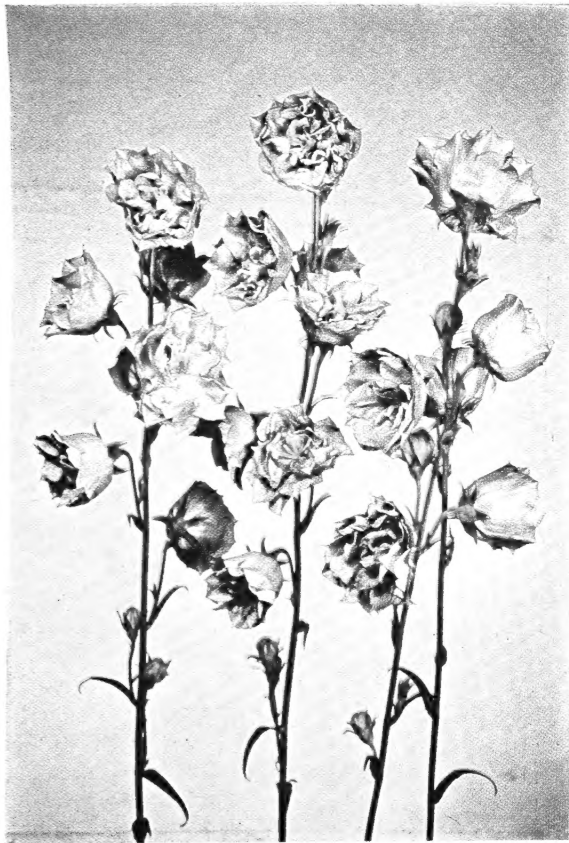
**Spectabilis**. This fine old favorite is more popular today than ever. Its long racemes of truly heart-shaped flowers with their little pendants lend a romantic touch to any garden. Grows 24 in. high. Plant 18 to 24 in. apart in shade or sun, in moist, rich soil. Valuable for planting in clumps. 45c. each, \$1.20 for 3, \$3.50 for 10.

### NEW YELLOW PERENNIAL COSMOS (Actinomeris)

Everyone knows and loves the annual Cosmos. Here is a yellow flower that looks just like a Cosmos, but is hardy and will come up year after year. Especially desirable because it blooms late—from August until heavy frosts—the flowers completely smothering the foliage. Forms a dark green, solid background and possesses rare specimen charm. 5 ft. 50c. each, \$1.35 for 3.

### ANCHUSA

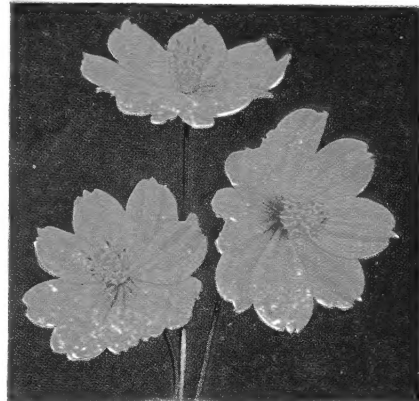
**Summer Forget-Me-Not (Myosotodiflora)**. Extremely distinct plant, bearing its bright gentian-blue Forget-Me-Not flowers in clusters during May and June. A truly charming dwarf specimen. It is happy in either shade or sun. 12 in. 35c. each, 90c. for 3, \$2.75 for 10.



Campanula, Pride of Exmouth

### CAMPANULA (Bellflower)

**Pride of Exmouth**. Glistening, double, China-blue Bellflowers on stately, erect stems. These extra large, fully double flowers, in magnificent profusion, are a picture no one forgets when they are in bloom. Here is a great improvement over the common varieties. Not a biennial, but a perennial that will live for years, blooming gloriously. Plant a cluster of three in your background today. You'll really take pride in the Pride of Exmouth. May and June. 2½ ft. 50c. each, \$1.35 for 3.



New Yellow Perennial Cosmos



Candytuft

### CANDYTUFT (Iberis)

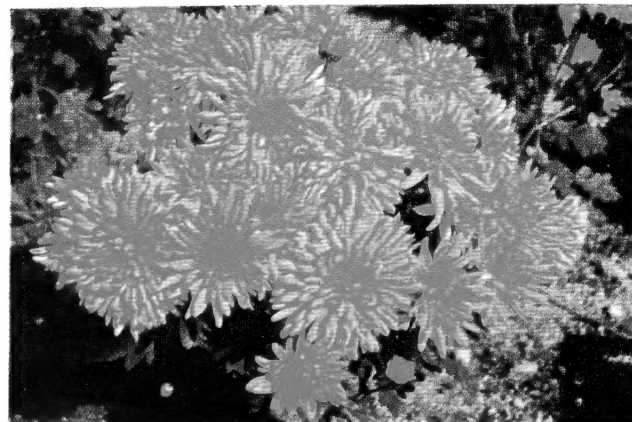
**Sempervirens** (Spanish Evergreen). A very sweet mound of pretty white flowers in May and June. Rich, dark green foliage remains on the plant all winter. Does well in either light shade or sun. Excellent for borders. 12 in. 35c. each, 90c. for 3, \$2.75 for 10.

**A Cole Super-Special**

**POPPY Schinzianum.**

Blooms all Summer and Fall. New, delicate buff-orange; larger blooms than usual. 3 ft.

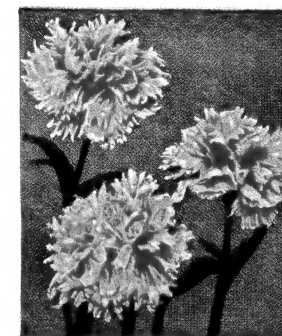
**30c. each**  
**5 for \$1.00**  
*postpaid.*



Chrysanthemum, Eugene A. Wander



Chrysanthemum, Milky Way



Garden Pinks

# Cole's Hardy Perennials

SENT POSTPAID

The wide color range, their varied flower forms, and many different habits of growth, have earned for Hardy Perennials the title "Mainstays of the Garden." A great part of their popularity, though, is due to their ease of cultivation and the fact that they bloom year after year with only the slightest attention. We do not attempt to list here a large number of the immense range of species and varieties, but offer only the choicest of new introductions and the indispensable old favorites. All of them are strong, healthy plants, grown by experts, that, with reasonably good culture, will surely bloom the first year and give the utmost satisfaction. Figures after descriptions indicate height at maturity.

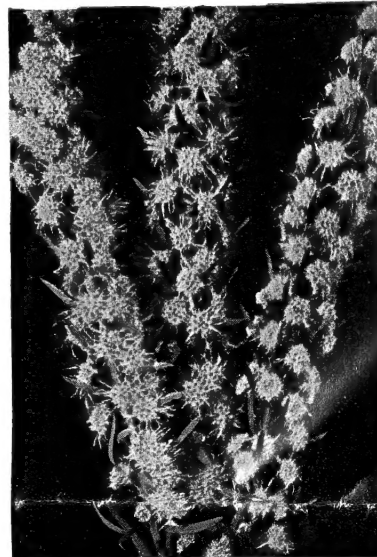
## A Cole Super-Special

## COLE'S SUNNYSIDE PERENNIAL COLLECTION

A surprise package of at least 10 different varieties, chosen by our experts

10 Sunnyside Perennials for \$2.25—Minimum Value  
25 Sunnyside Perennials for \$4.95—Minimum Value

\$3.00 to \$4.00  
\$7.00 to \$8.00



Gayfeather, Blazing Star

### GAYFEATHER (BLAZING STAR) (Liatris)

**September Glory** (New). Mammoth 6-ft. spikes solidly covered from top to bottom with purple flowers. They come into bloom all at the same time producing a most colorful effect. Does well in poor soil. September bloom. 40c. each, \$1.05 for 3.



Aster Frikarti, Wonder of Staffa

### ASTER FRIKARTI

**Wonder of Staffa**. Grand, lavender-blue flowers 2½ in. across, produced in enormous quantities from June to frost. This plant is completely covered with eye-arresting blooms during the entire season. Can't be beat for cutting. Does well in either light shade or full sun. 2½ ft. 50c. each, \$1.35 for 3.

## Three NEW Hardy Chrysanthemums

**Eugene A. Wander** (New). A big hardy Mum of brilliant, glistening, golden yellow. Perfectly formed, double flowers 4½ to 5 in. across. Branching habit, vigorous grower. In full, dazzling bloom by September 15th. 50c. each, \$1.35 for 3.

**Milky Way** (New Type). Rich, milky-white coloring in the open flower. Luxuriant green foliage right down to the soil. Flowers are handsome, semi-double with broad, overlapping petals carried on branching sprays. Late September. 2½ ft. 40c. each, \$1.05 for 3.

**Mrs. Pierre S. DuPont**. A new variety acclaimed by the entire nation. Dominant shade is soft, peach-pink, tinted with rosy-salmon and fawn, the whole overcast with an indescribable luminous sheen. The color resembles the bud of the glorious Mrs. Pierre S. DuPont Rose. Is fully double and produces enormous sprays on strong stems. Very adaptable to cutting. Early October. 2½ ft. 50c. each, \$1.35 for 3.

**A Cole Super-Special** Cole's Justly Famous Riot of Color Chrysanthemum Collection — 8 varieties, all different, including the outstanding "Cactimium" Sun Gold for only \$1.90 — Minimum value, \$3.05.



Fuchsia, Scarlet Beauty

### COLE'S OWN

### HARDY EVERBLOOMING FUCHSIA

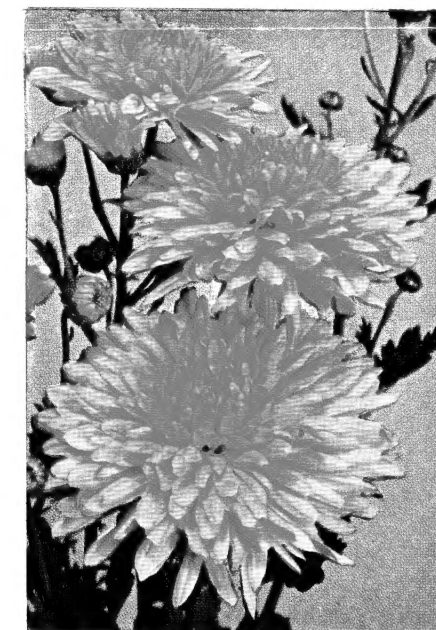
**Scarlet Beauty** (Plant Patent No. 440). This gloriously beautiful plant sensation was introduced in 1940 and has since been widely acclaimed by gardeners everywhere. Just picture to yourself a plant 3 ft. high having 20 to 30 stems covered with as many as 500 flowers at one time. It is extremely hardy; requires no protection over the winter and leaps from the ground in the Spring and presents its gorgeous array of flowers. They last from early July until frost. The lovely, flaming red, pendant blooms with shining purple corollas cover the glossy, Holly-green foliage. Will grow about 2 ft. high the first year and reach maximum height of about 3 ft. the second year. Strong, 1 yr. plants, 50c. each, \$1.20 for 3, 2 yr., extra strong plants, 85c. each, \$2.00 for 3.



Helianthus, Lodden Gold

### HELIANTHUS

**Lodden Gold**. A new, tall-growing perennial, very effective either as a specimen or massed in the background. The huge, fully double blooms, bright yellow, are usually 4 in. across. Great masses of these Dahlia-like flowers are produced from late August through October. 4 to 5 ft., 40c. each, \$1.05 for 3.



Chrysanthemum, Mrs. P. S. DuPont



Scarlet Rose, Mallow

### HIBISCUS

**Scarlet Rosemallow**. New, giant-flowering. A display of huge, single, deep red flowers, often 6 in. across. Will throw from 50 to 100 blooms at a time. Deeply cut foliage turns a beautiful red in the Fall. Very easy to grow. August. 6 ft. 40c. each, \$1.05 for 3, \$3.00 for 10.

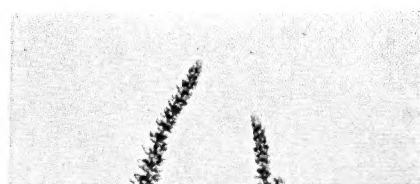
## A Cole Super-Special

**SWEET GARDEN PINKS**. The spicy fragrance of grandmother's garden. The everblooming June Pink in attractive shades of red, pink, and white. Fine for cutting. 1 ft. 30c. each \$1.00 for 5

See the New "All-America" ROSES in color in Cole's 32 page Garden Guide for 1943

### VERONICA

**Longifolia subsessilis**. One of the true aristocrats of perennials. Heavy spikes, completely covered with blooms of an intense rich



### SHASTA DAISIES

**Esther Reed**. Flowers up to 4 in. across, are of the purest white, completely double and fully crested. In bloom constantly from June through October. Invaluable for cutting. 18 in. 50c. each, \$1.35 for 3.

**Mount Shasta**. The newest and finest double Shasta Daisy. A mammoth beautiful, high-crested full double of lovely pure white. Guard petals





See the New "All-America" ROSES in color in Cole's  
32 page Garden Guide for 1943

## VERONICA

**Longifolia subsessilis.** One of the true aristocrats of perennials. Heavy spikes, completely covered with blooms of an intense rich blue, are on stiff, 2-ft. stems. A glorious array of color from August throughout the Fall. 40c. each, \$1.05 for 3.

## NEW DWARF PHLOX, SNOWFLAKE

A clean, pure white form of our beloved native Phlox. Its flowers contain not a bit of blue shadings to mar its dainty beauty. The round, distinct foliage forms a clean, branchy, robust plant. Plant it in clusters with other Spring blooming perennials. 10 in. 50c. each, \$1.35 for 3.

## BLUE PLUMBAGO (Leadwort)

**Larpentae.** One of the finest edging and rock garden plants of all. Vivid, deep blue flowers in very colorful clusters on 6 to 8 in. stems. Tiny, heart-shaped leaves are Apple-green with a distinct red edging. Forms a very decorative mat all Summer long, in bloom or before it blooms. August and September. 35c. each, 90c. for 3, \$2.75 for 10.

## A Cole Super-Special

Foamy-white Baby's Breath. The old fashioned kind that adds a refreshing bit of life to bouquets.

30c. each **5 for \$1.00**

## PEONY BARGAIN OFFER

Cole's regular 3 to 5 eye clumps in your choice of red, pink, or white.

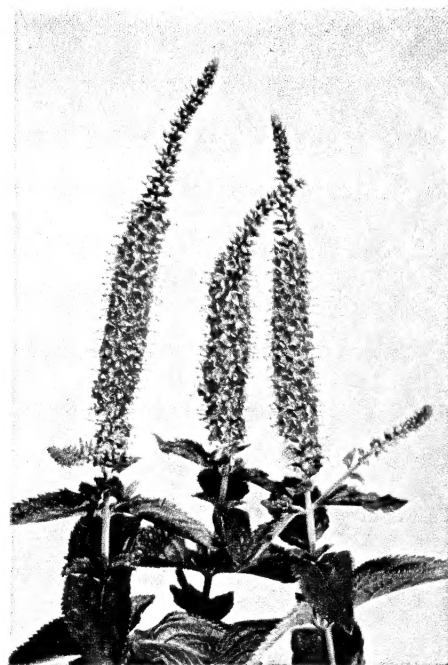
30c. each; 3 for 75c. **5 for \$1.00**

## Cole ANSWERS AMERICA'S CALL

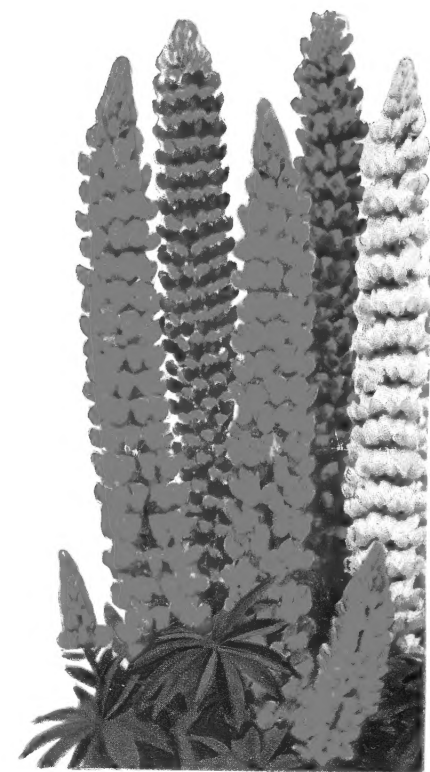
In cooperation with the effort to relieve the additional burden of feeding America's armed forces and those of her allies, Cole has converted land and buildings to production of food-stuffs. 75 acres of vegetables and over 100 acres of other farm crops are being produced on additional land obtained for this purpose. Also, Cole is raising broilers at the rate of 100,000 per year. These operations involve considerable labor in these times when help is scarce. We ask your cooperation in being patient if your order does not arrive the day you expect it.

## LUPINS

**Russell Hybrids.** Enormous, symmetrical flower spikes in all the colors of the rainbow from white to deepest violet, including many bicolors and tricolors. All the flowers on the 12 to 24 in. spikes open at one time, creating one of the finest displays in the garden. Absolutely a necessity. June. 3 to 5 ft. 45c. each, \$1.20 for 3, \$3.50 for 10.



Veronica Longifolia subsessilis



Russell Lupins



Tritoma,  
Red Hot  
Poker



Tritoma,  
Gold Mine

## TRITOMA (Torch Lily)

**Gold Mine.** A new hybrid. Uniform flower heads are soft amber tinted gold. Stems to 3 ft. tall with flower heads 8 in. long, 10 or more to the plant. Very long blooming season late Summer and Fall. 50c. each, \$1.35 for 3.

**Pfitzeri** (Red Hot Poker). Rich orange-scarlet bloom heads. This is an improved strain of the older Poker Plant. All Tritomas are excellent for cutting. August and September. 35c. each, 90c. for 3.

## A Cole Super-Special COLE'S SHADYSPOT PERENNIAL COLLECTION

A surprise package of at least 10 different varieties, chosen by our experts

10 Shadyspot Perennials for ..... \$2.25  
Minimum value ..... \$3.00 to \$4.00

25 Shadyspot Perennials for ..... \$4.95  
Minimum value ..... \$7.00 to \$8.00



Climbing Rose, Flash

## Flash--CLIMBING ROSE

**Flash** (Plant Patent No. 396). All-America. The most vividly colored pillar Rose in existence. Striking yellow buds with scarlet suffusion open into a gleaming, orange-scarlet. Fragrant. Attractive, dark green foliage. \$1.10 each, \$2.75 for 3.

## A Cole Super-Special

**SWEET WILLIAMS.** Another old-time favorite in myriads of flashy colors. A bed of these is outstanding.

30c. each **\$1.00 for 5**

## Cole's JUSTLY FAMOUS Bargain Rainbow Rose Offer

These are all two year old, field grown plants, somewhat lighter than our A grade. It is made up of our very finest varieties and will give complete satisfaction in every respect.

5 Hybrid Tea Roses—All Different ..... \$1.80  
10 Hybrid Tea Roses—All Different ..... 3.30  
20 Hybrid Tea Roses—All Different ..... 5.90



Shasta Daisy, Mount Shasta

## SHASTA DAISIES

**Esther Reed.** Flowers up to 4 in. across, are of the purest white, completely double and fully crested. In bloom constantly from June through October. Invaluable for cutting. 18 in. 50c. each, \$1.35 for 3.

**Mount Shasta.** The newest and finest double Shasta Daisy. A mammoth beautiful, high-crested full double of lovely pure white. Guard petals underneath the crest are completely overlapping. Continuous bloom from late Spring until frost. Sturdy and erect. 2 ft. 75c. each, \$2.00 for 3.

**Snowbank.** The supreme, single Shasta Daisy. A variety selected as one of the most outstanding from a large group of single Shasta Daisies. Produces an unceasing bank of snow from June through August. The giant 5-in. flowers with overlapping, stiff, pure white petals create a show not easily forgotten. 45c. each, \$1.20 for 3.

### *A Cole Super-Special*

3 Shasta Daisies—  
1 each of the above

Value \$1.70

**Special \$1.35**

**SHASTA DAISIES.** Old reliable kinds of single bloomers. Must be massed for best effect.

30c. each **\$1.00 for 5**

## PRIMROSE (Primula)

**Munstead Giants.** A new, extra large-flowered strain grown from seed imported from England. Many new and unusual colors are represented including combinations of lilac, pink, coppery-red, dark red, and yellow. Definitely a strain of exhibition quality. April and May. 12 in. 40c. each, \$1.05 for 3, \$3.15 for 10.

## SCABIOSA (Pincushion Flower)

**Isaac House Hybrids.** Their flowers are of a soft and delightful shade of lavender. Flowering starts in June on stems 18 to 24 in. high and continues until September. Considered the foremost variety, they are highly effective in the border planted in groups of 3 or more. 40c. each, \$1.05 for 3.

### *A Cole Super-Special*

**HARDY BLUE FORGET-ME-NOT.** (*Myosotis*). The old garden favorite. Large blue flowers in great masses. Blooms for a long period in spring. 1 ft. Mass them for good effect.

30c. each **\$1.00 for 5**



Scabiosa



Primrose, Munstead Giants



Geums, Princess Juliana, Red Wings

## GEUM

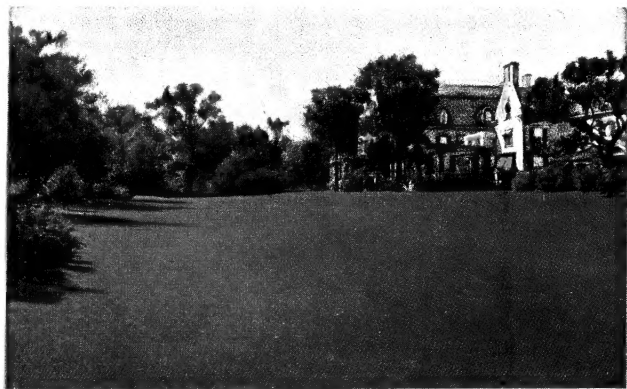
**Princess Juliana.** A fine new variety, fully double, orange flowers often 2½ to 3 in. across. Very decorative foliage surrounds the many wiry upright stems. A grand cutting subject. Blooms all Summer. 2 ft. 50c. each, \$1.35 for 3.

**Red Wings.** An exceedingly effective combination. Brilliant Strawberry-red with bright yellow anthers. Foliage is rich dark green. Fine large blooms on long, stiff stems all Summer. 2 ft. 50c. each, \$1.35 for 3.

## GLOBEFLOWER (Trollius)

**Europaes, Golden Charm.** Mammoth, perfectly formed flowers are bright golden-yellow. Very sturdy growth; great abundance of bloom; fine for cutting. Will grow in partial shade. May and June. 18 in. 45c. each, \$1.20 for 3.

## Woodruff Grass Seed Mixtures



### ADAPTED for Each Growing Condition

For many years, F. H. Woodruff & Sons have taken the guesswork out of lawn culture. Their scientifically blended seeds are the results of decades spent in trial and experimentation. These are healthy grasses that will root deeply and quickly to form a luxuriant carpet. Cole lists only the best—Woodruff's "Gold Seal" quality. When you purchase them, you buy the best, backed by a world-wide reputation.

### Adapted for SUNNY AREAS

**Turf-Maker.** Tough grasses with exceptional staying qualities. A "different" lawn mixture that contains over 97 per cent pure seed. Fine for both New England and the Middle West. Postpaid, 1b. 75c., 3 lbs. \$2.10, 5 lbs. \$3.25. Express collect, 25 lbs. \$15.80.

### Adapted for SHADY AREAS

**Tru-Shade.** A companion mixture for Turf-Maker, containing over 97 per cent pure seed. It is adapted to growth under the various shade conditions existing throughout the country. Postpaid, 1b. 85c., 3 lbs. \$2.40, 5 lbs. \$3.75. Express collect, 25 lbs. \$17.75.

**Note** — Write for special quotations on large quantities, park, playground, or poor-soil seeds.

**Don't Experiment—Woodruff Does It for You**



## DOUBLE PINK FLOWERING PLUM (Prunus Triloba Plena) 8 feet

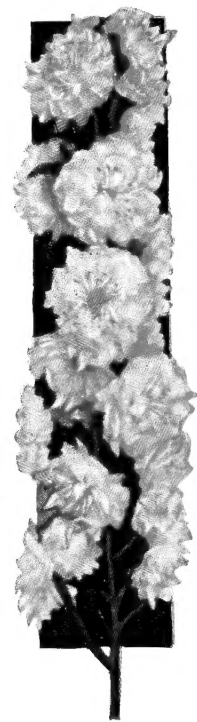
A dwarf plant sometimes called Rose Tree. Dazzling, double pink flowers present a floral display completely hiding the long, graceful branches of this fine ornamental. They are fine for cutting, making beautiful, large bouquets. Use it as a specimen for lawn planting. May.

2 to 3 ft.....\$1.00    3 to 4 ft.....\$1.50    4 to 5 ft.....\$2.00

## FLOWERING CRABS (Malus)

**Eley's Purple Crab (Eleyi).** 12 ft. This new purple-leaf Crab is one of the most colorful of trees. In the Spring it is a mass of rose-like, light red blooms against purplish branches. The leaves, which follow the flowering period are bright, rich, reddish-purple. Late in the Summer, handsome, dark fruit is borne, adding further color and beauty.

3 to 4 ft.....\$1.50    4 to 5 ft.....\$2.00    5 to 6 ft.....\$3.00



Double Pink  
Flowering Plum

For  
Evergreens  
Shade Trees  
Fruit Trees  
and  
Small Fruit  
send for Cole's  
"Green Book"  
the Complete  
List



Eley's Purple Crab



Pin Oak

## A Cole Super-Special

### PIN OAK (Quercus palustris)

One of the favorite shade trees of the Middle West. Compact, broad leaf, pyramidal in growth. Described as half-weeping when old. The deeply cut leaves turn brilliant orange-scarlet in Fall. Cole offers well-grown, root-pruned trees, 4 to 5 feet, at half price.

Only **\$1.00 each; \$2.50 for 3**